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ABSTRACT

A number of publicity and public relations techniques can be used to promote and renew interest in foreign language study. Communication should be established with civic organizations and community groups by means of lectures. Foreign language clubs can assume new importance by participating in international friendship organizations. The Partner of the Americas organization, for example, establishes relationships between North American and Latin American cities. Students should be encouraged to become acquainted with the organization and to participate in the various cultural exchange programs. The annual state-wide conventions of the federations of high-school foreign language clubs make for further publicity for foreign languages and cultures. Strategies for organizing such a convention are outlined, followed by a copy of the constitution and by-laws of the Alabama Federation of High School Spanish Clubs. Additional forms of publicity and public relations techniques include promotion of foreign languages through television and radio programs, through newspapers, and by means of communication with public figures, such as political leaders and educators, and community agencies, such as publishers. Bumper stickers are also recommended as a form of publicity. (CLK)

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CHANGING COMMUNITY ATTITUDES: PUBLIC RELATIONS AND PUBLICITY FOR FOREIGN LANGUAGE TEACHERS.

(Various Forms of Publicity and public relation Techniques Favoring Foreign Languages, as used in Alabama and other States).

ITEM 1. LECTURES TO CIVIC ORGANIZATIONS AND COMMUNITY GROUPS.

Communicate with or contact civic organizations and community groups offering them your services as speakers, or advise these groups through friends who are members. Suggested subjects: "The importance of Foreign Languages in the Shrinking and Competitive World in Which We Live," "The Role of Foreign Languages in International Business," "Foreign Languages as One of the Hallmarks of a Truly Educated Person," "International Friendship and Foreign Language Knowledge," "Job Opportunities and Foreign Languages," etc.

ITEM 2. FOREIGN LANGUAGE CLUBS: NEW ROLE.

If your institutions have no Foreign Language Club in your discipline, organize one. The students and officers of the Club can help foreign language professors a great deal by developing the institution's relationship with the Community and State, in the following ways:

A. Campaign for Foreign Languages. The officers of the Club and the foreign language students can take part in television interviews and talk of the importance of foreign languages. This should be a permanent aim of all foreign language Clubs. Note: Procedures are explained in Item 5, letter A, page 5.

B. Participation in International Friendship Organizations. The writer is a member of The Partner of Americas with which the University of Alabama in Birmingham Spanish Club fully cooperates. The purpose of this organization is to foster friendship between the United States and other American neighbors, particularly the Latin American states (for example: Guatemala is the partner of Alabama.)

The cities of the different states are Sister Cities to the corresponding Latin American communities. For example, in Alabama there are eleven (11) such areas which are Sister Cities to as many other cities in Guatemala. Birmingham is a Sister City to the Guatemalan town of Coban.

If in your community there exists a Sister Committee of Partners of the Americas, you may join it. If there is none, you can establish contact with the Partners of the Americas (2001 S. Street, N. W., Washington, D. C. 20009, Phone (202) 332-7332), which will keep you informed and guide you in establishing either a City-City organization (giving you the address of the Partners of the Americas in your state), or in setting up the organization of the State-State format, i.e. your state and a certain Latin American country.

To institute the City-to-City organization, select a group of important civic leaders in your area, including the Mayor of the City, the President of the City Council, the Editors of widely read newspapers, the Red Cross, and all other sympathetic people that you can muster. Concurrently, in the Latin American city which is to be established as your partner, another committee will be formed. These committees should be recognized officially by the local administrative authorities in the cities of both areas

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We Live," "The Role of Foreign Languages in International Business," "Foreign Languages as One of the Hallmarks of a Truly Educated Person," "International Friendship and Foreign Language Knowledge," "Job Opportunities and Foreign Languages," etc.

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If such an organization does not exist in your state you can gather together a group of influential persons, including those mentioned above, as well as congressmen and even governors. The Partners of the Americas (Central Office) will assist you in the establishment of this group. Later the Sister City Committees will evolve between your state and the Latin American nation. ONE OF THE HANDOUTS WE HAVE READY FOR YOU CONTAINS WIDE INFORMATION CONCERNING PARTNERS OF THE AMERICAS AND IS VERY PERTINENT FOR STUDY.

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Spanish and Portuguese language students should theoretically draw or be drawn by their professor into interest in the Partners of the Americas organization. Some of the benefits derived from the inter-relationship between the Spanish Clubs and the Partners of the Americas are as follows:

1. The professor of Spanish has a great opportunity for speaking at the organization's meetings on the importance of Spanish language studies for the United States. Since, in those organizations, there may be many prominent people from the cities and states concerned, the Spanish language professor will hopefully have the chance to get to know them and to develop a Public Relations Campaign with their support.

2. Through the organizations, the students of Spanish and Portuguese (in the case of students with Brazilian interests) may have the occasion to go during the summer months to various parts of Latin America. Last Summer four University of Alabama in Birmingham students and one student from another Institution went to Coban. Two students taught First Aid, one taught Physical Education, and two taught English. They did not have to pay transportation. Room and board were provided by Guatemalan families in Coban. In six weeks they adquired a great fluency, improved their pronunciation and intonation and came back home with a new perspective of life. Now more than ever they are great partisans of foreign languages and influence their fellow students and community. These trips abroad usually receive wide publicity in the State newspapers. NOTE: Funds for these trips may be obtained from different businesses and industrial organizations. The Red Cross also offers programs to help foreign countries and sends Spanish language students to teach First Aid courses, etc. Summer before last, ten High School and University students went to Guatemala and enjoyed free transportation and room and board.

   These are excellent opportunities for the student to increase his knowledge and improve his use of the language and his acquaintance with the foreign country.

3. Artistic groups from the Latin American state may be invited by the American partner state to travel and perform throughout that American state. This would enable the citizens of same to get to know more about the customs, language and culture of the partner country. Expenses for the journey could be paid for by theatre exhibitions and other public engagements in the several Sister Cities of the state.

   When the performers from the Latin American countries visit the professor's state, his Spanish students should meet the group on its arrival and act as guides and interpreters for them. In this way, the aim to foster friendship between the two dissimilar areas is furthered and the students have an opportunity to be exposed to the language, customs, and manners of their Latin American neighbors. Once the friendship between the artistic group and the Spanish students is established this may be an opportunity for inviting the foreign talent to go to the institution where the language professor teaches and gives free performances.
   Moreover, (and this is most important!) all these events associated with the Spanish language and international friendships should receive ample publicity in the newspapers of state wide circulation.

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ITEM 3. ANNUAL STATE-WIDE CONVENTIONS OF THE FEDERATIONS OF THE HIGH SCHOOL FOREIGN LANGUAGE CLUBS.

Any foreign language teacher group can organize these Conventions. The AATF and AATSP, Alabama Chapters respectively, sponsor these Conventions in our state. Although the plan that follows refers to the Alabama Federation of High School Spanish Clubs, the same plan can be used for organizing State Wide Conventions of other High School Foreign Language Clubs as has been done by French and German teachers of Alabama and other States.

These Conventions as in the case of the previously mentioned activities, can be used to give wide publicity for foreign languages and cultures by the state public media.

It is recognized that this type Convention is one of the major successes of the AATSP Alabama Chapter, which decided in 1971 to sponsor a Federation of the High School Spanish Clubs in Alabama. The Convention is held at the University of Alabama, in Tuscaloosa, and attracts larger numbers of students each year. More than 600 high school students attended our most recent Convention.

Normally, Conventions begin on Friday mornings and adjourn by 12:00 noon on Saturdays. On the opening of the Convention a banquet is held. During the banquet there are speakers and special entertainment and also the Presentation of National Spanish Examination Awards. Immediately after the banquet, a "Fiesta" is held, with fun and excitement for all.

The next morning there is a breakfast, and General Assembly meeting followed throughout the day by Workshops for Special Interest Groups, language skits, and individual presentations, a coke break, and a Closing General Assembly, during which there are presentations of awards for various contests, exhibits, group and individual competition, and finally, the election of state officers, for the following year.

In order to organize a Federation of Clubs of specific foreign languages in your state, your AATSP Chapter or other Foreign Language Chapter should take the following steps (we will use a Federation of High School Spanish Clubs as a model):

1. Sponsor, support, or assist in the formation of a Federation of High School Spanish Clubs in your state and its Annual Convention.

2. Find a college or university to host the Convention. The Department of High School Services of the same institution, should be in charge of facilitating the Convention at the host school. Their personnel would help the Federation greatly in handling the administrative details involved during the meeting.

3. Appoint one of its members to be Chairman of a Steering Committee to organize a Federation of High School Spanish Clubs in your state.

   Steps to be taken by the appointed Chairman are:

   a) Obtain from the State Board of Education, a roster of all the High Schools that teach Spanish in your state, and send invitations to these schools to become members of the Federation. State that eligibility for participation does not require the previous existence of a chartered Spanish Club, and urge them to organize one in their High School.

   b) Subsequently, send a letter to all the Spanish Club Sponsors in the participating schools announcing a Planning Session for the Convention with the Representative of the Department of High School Services from the host institution.

It is suggested that a Constitution for the Federation be written. This Constitution can be discussed in a workshop the morning of the second day of the Convention, in order to have it approved by the meeting's conclusion.

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Below is the Constitution and By-Laws of the Alabama Federation of High School Spanish Clubs, which may be quite useful for you, foreign language teachers, if you decide to organize a state-wide Federation.

ALABAMA FEDERATION OF HIGH SCHOOL SPANISH CLUBS
CONSTITUTION AND BY-LAWS

PREAMBLE

We, the members of the High School Spanish Clubs of Alabama, in order to stimulate interest in the Spanish language and cultures and to promote friendship among the students of Spanish in Alabama, do ordain

this Constitution for the "Federación de los Círculos de Español de Alabama"(F.C.E.A.)

ARTICLE I. ORGANIZATION

Section 1: The name of the organization shall be: FEDERACIÓN DE LOS CÍRCULOS DE ESPAÑOL DE ALABAMA (F.C.E.A. Alabama Spanish Club Federation)

Section 2: The motto shall be: "SIEMPRE ADELANTE" (Always Forward)

Section 3: The flower shall be: "LA FLOR DE PASCUA" (Poinsettia)

Section 4: The colors shall be: "ROJO Y AMARILLO" (Red and Yellow)

Section 5: The song shall be: "EL SUEÑO IMPOSIBLE" (The Impossible Dream)

Section 6: Membership shall be open to any high School Spanish Club of Alabama willing to cooperate with the Federation purposes and to contribute to its support.

ARTICLE II. OFFICERS

Section 1: The officers shall be: President, First and Second Vice President, Secretary-Treasurer, Historian; who shall be elected by schools by plurality vote at the end of each convention, for a term of one (1) year.

Section 2: Each school will have a minimun of one (1) voting delegate. Clubs with more than 25 students in attendance will be entitled to a voting delegate for each additional 25 members present.

Section 3: The President Club cannot succed himself.

Section 4: The President shall preside at all meetings of the Federation and shall have supervision and control of all affairs of the organization. He/she shall appoint committees as it becomes necessary. Also, the President shall be in charge of the plans for the annual banquet (favors, place cards, music, speakers, etc.)

Section 5: The Vice-President shall exercise the duties of the President in his absence and shall serve as chairman of the Program Committee. He/she will plan and preside over the Spanish competition or contest among the participant members during the annual convention.

Section 6: The Secretary-Treasurer shall keep a detailed account of the financial matters. He/she shall keep records of the meetings and a roll of the club members of the Federation and their officers and advisors. He/she shall mail all the necessary information to the officers, advisors, and delegates of each club.

Section 7: The Historian shall be in charge of the Federation Scrap Book (Pictures, paper clips, realia, etc.), and shall see that they are entered in it. Also he/she will be in charge of the party or social, supplying leaders, planning activities, etc.

Section 8: The Advisor shall be the sponsor of the Spanish Club of the President elected. He/she together with the advisors of the other officers shall form the Board of Advisors and shall be the Coordinator of this Board.

Section 9: The officers and advisors together with the Standing Commottee shall constitute the Executive Committee.

ARTICLE III. MEETINGS

Section 1: The annual Convention shall be held during the second semester of each academic year. Dates and place to be set by the host institution. Another meeting, with the President Club host, shall be held in the fall. All officers, club delegates, committee members and the Board of Advisors should be present to plan the years work and the Convention.

Section 2: The President, with the approval of the Executive Board shall have the power to call upon any extraordinary

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ARTICLE IV: QUORUM

A quorum shall consist of all present at the meeting, provided that all members have been notified in due time.

ARTICLE V: AMENDMENTS

This Constitution can be amended by 2/3 majority of the voting delegates present.

ARTICLE VI: DUES

Each school participating in the Federation shall pay, before January 1 of this year, the amount of $5.00 per school year. Fees will be handled by the Treasurer Club and a financial report of income and expenditures will be submitted to the Executive Committee at its annual meeting at the Convention.

For more information on the Federation and Conventions of Spanish Clubs, write to: Mr. Walter C. Holdbrooks, Coordinator of the Convention of Spanish Clubs in Alabama, Box 5452, University, Alabama 35486.

ITEM 4. WRITING LETTERS TO WELL-KNOWN PERSONALITIES: GOVERNORS SENATORS, CONGRESSMEN, CITY MAYORS, CABINET MEMBERS, JUDGES, EDUCATORS, HEADS OF CORPORATIONS OR FOUNDATIONS, PUBLISHERS OF NEWSPAPERS, PERIODICALS AND PERFORMERS, ETC.

An efective means of reaching any segment of the community, state, or nation, is to convince influential citizens outside the teaching professions of the value of learning a foreign language. One method of implementation is to indicate in our correspondence with these people the deep concern we feel because of the tendency today to minimize curricular emphasis on foreign languages in the United States. American youth, hence the whole nation will find itself immensely handicapped in the shrinking yet competitive world in which we live. In other letters you could solicit statements which would stress the advantages of foreign languages from outstanding personalities in all fields of endeavor.

The responsive letters received from these outstanding figures can be published in the Chapter Newsletters and in the Journals of your respective National Foreign Language Organizations. In the September, 1974, issue of Hispania, a section has been opened under the title "Personalities Speak Out." In this section, letters signed by personalities are being sent in by professors who are members of AATSP, are published. Spanish professors should mail their contributions for this section to: Mrs. Ruth L. Bennett, National Coordinator of Chapter Activities AATSP, 70-07 170th Street, Flushing, N. Y. 11365. These responsive letters can be used in part as public service announcements to promote foreign languages.

ITEM 5. PROMOTION OF FOREIGN LANGUAGES THROUGH THE MEDIA.

A. Television and Radio Programs. The Federal Communications Commission requires all television and radio stations to broadcast non-commercial public service announcements as part of their regular programming. Non-profit organizations qualify for public service announcement time. Insofar as Birmingham Alabama is concerned, the students representing the University of Alabama in Birmingham German and Spanish Clubs have enjoyed their free appearance and plan to continue to pursue this avenue of publicity.

   To be included in a TV or radio format, a telephone call to the person moderating the program is sufficient. Explain to the Director in a persuasive manner, the goals which you are pursuing and this should be duly accepted. This has been our experience in Alabama.

B. Newspapers. To gain access to the newspaper media, one can call on the Editorial Page Editor and the Managing Editor for assistance. By simple identification as language professor and an explanation of your purpose, cooperation will usually be obtained. Assistance from the Editorial Page Editor and the Managing Editor may consist of interviews, publications of letters and articles, and reports on different events, concerning the significance of foreign languages. (See also letter D, The News Release).

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C. Spots Announcements on Radio and Television. The Committee for the Advancement of Foreign Languages in Alabama, established by the Alabama Association of Foreign Language Teachers, has undertaken a campaign to promote the study of foreign languages in the state of Alabama. The production costs for this campaign were underwritten by the producers, and contributions from the Alabama Chapter of the American Association of Teachers of Spanish and Portuguese, the American Association of Teachers of French, and the American Association of Teachers of German.

This campaign consists of a series of three 30-second Public Service Announcements distributed among various radio stations throughout Alabama. The stations used include both "rock" and

"soul" stations in order that we may reach the desired audience, i.e. the student-aged youths. The spots are humorous messages and in them are included the words of real students. These announcements have been distributed by local foreign language teachers and have been covering the whole state of Alabama.

It is IMPERATIVE that there be a follow-up by the persons who distribute the material. For more information on Spots Announcements on Radio and Television in Alabama, write to: Mrs. Bernice Nuhfer-Halten, P. O. Box 7167, University, Alabama 35486.

This is what is being done today in Alabama implementing radio and TV spot announcements.

Although we are explaining techniques used in Alabama, it is worthwhile to mention that a Joint National Committee for Languages has been formed. It is devoted to improving and promoting the teaching and study of foreign languages in America. The Joint National Committee for Languages has employed a well known advertising firm from New York to spearhead a drive for a nation-wide campaign on behalf of foreign language study. The Joint National Committee has a master plan, the first step of which has been accomplished. The project has come to fruition and tapes featuring twenty famous personalities expressing their opinion about the importance of foreign language study are now available. Celebrities included are Carroll O'Connor, Craig Stevens, Alexis Smith, Anthony Franciosa, Jack Lemmon, Telly Savalas, Kirk Douglas, Liza Minelly, Morton Gould, Elaine Malbin, David Jansen, Peter Falk, Roddy MacDowell, Richard Tucker, Robert Q. Lewis, Neil Simons, Robert Payton, Ben Grauer, Lester Wolff and Phil Tonkin. The AATSP Headquarters is handling the distribution of the tapes to members of all the cooperating Joint Committee associations: The American Association of Teachers of French, The American Association of Teachers of German, The American Association of Teachers of Italian, The American Association of Teachers of Slavic and East European Languages, The American Association of Teachers of Spanish and Portuguese, The American Council on the Teaching of Foreign Languages (including the American Classical League, The American Philological Association, and the Teachers of English to Speakers of Other Languages), and the Association of Departments of Foreign Languages of the MLA. There are two different kinds of tapes. Tape One is intended for distribution to selected radio stations for possible Public Service use. Some 500 copies of this tape have been distributed to radio stations across the country. This tape may also prove useful to teachers who wish to have certain announcements carried over the public address system in their schools or for distribution to local radio stations. Tape Two is intended for classroom use or incorporation into a PTA presentation, Back-To-School Night presentation to parents, or to any similar community group report. But these are just a few of the possibilities; the rest is left open to your imagination and creativeness. Either tape may be purchased separately for $5.95 or you may take advantage of special, limited offer, and purchase both tapes for $8.95.

Your purchase will help finance the free distribution of the radio spot announcements to radio stations across the country.

We encourage all of you to take advantage of this effort and likewise benefit without having to overwork yourselves.

and TV spot announcements.

Although we are explaining techniques used in Alabama, it is worthwhile to mention that a Joint National Committee for Languages has been formed. It is devoted to improving and promoting the teaching and study of foreign languages in America. The Joint National Committee for Languages has employed a well known advertising firm from New York to spearhead a drive for a nation-wide campaign on behalf of foreign language study. The Joint National Committee has a master plan, the first step of which has been accomplished. The project has come to fruition and tapes featuring twenty famous personalities expressing their opinion about the importance of foreign language study are now available. Celebrities included are Carroll O'Connor, Craig Stevens, Alexis Smith, Anthony Franciosa, Jack Lemmon, Telly Savalas, Kirk Douglas, Liza Minelly, Morton Gould, Elaine Malbin, David Jansen, Peter Falk, Roddy MacDowell, Richard Tucker, Robert Q. Lewis, Neil Simons, Robert Payton, Ben Grauer, Lester Wolff and Phil Tonkin. The AATSP Headquarters is handling the distribution of the tapes to members of all the cooperating Joint Committee associations: The American Association of Teachers of French, The American Association of Teachers of German, The American Association of Teachers of Italian, The American Association of Teachers of Slavic and East European Languages, The American Association of Teachers of Spanish and Portuguese, The American Council on the Teaching of Foreign Languages (including the American Classical League, The American Philological Association, and the Teachers of English to Speakers of Other Languages), and the Association of Departments of Foreign Languages of the MLA. There are two different kinds of tapes. Tape One is intended for distribution to selected radio stations for possible Public Service use. Some 500 copies of this tape have been distributed to radio stations across the country. This tape may also prove useful to teachers who wish to have certain announcements carried over the public address system in their schools or for distribution to local radio stations. Tape Two is intended for classroom use or incorporation into a PTA presentation, Back-To-School Night presentation to parents, or to any similar community group report. But these are just a few of the possibilities; the rest is left open to your imagination and creativeness. Either tape may be purchased separately for $5.95 or you may take advantage of special, limited offer, and purchase both tapes for $8.95.

Your purchase will help finance the free distribution of the radio spot announcements to radio stations across the country.

We encourage all of you to take advantage of this effort and likewise benefit without having to overwork yourselves.

As The American Association of Teachers of Spanish and Portuguese Headquarters is handling the distribution of the tapes to members of all the cooperating Joint Committee associations, you can place your order to: Dr. Richard B. Klein, Secretary-Treasurer AATSP, Department of Foreign Languages, Holy Cross College, Worcester, Mass. 01610.

D. The News Release. Below is an excellent information which may be quite useful for you in promoting foreign languages through the media.

The basic tool for telling your story through the media is the news release. This may be defined as a complete, clear, concise account of an event or program prepared for use by print and

broadcast media. A release should be written in plain, direct language and must always be accurate. The story must be timely and must contain solid news (human interest) values.

1. Always type your release. Use bond paper. Double space the story and use only one side of the paper. Copies should be mimeographed or produced on a copy machine. Never send anyone a carbon copy.

2. Type your name, school address, and telephone number at the upper left corner of the first page. This will make it easy for the editor to check with you if he needs further information. Also type the date in this area.

3. Use an appropriate heading above the story: For Immediate Release, For Release At Will, For Release Upon Receipt, Written For The Daily Times, etc. This will serve to identify immediately the nature of the communication.

4. Leave an inch blank above the story and use margins of about an inch at each side of the paper. This space may be needed for editing. Type more at the bottom of each page except the last. Type 30 or # at the end of the story. Number each page after the first.

5. Use full names, titles, and identifications of persons, institutions, organizations, and departments on first reference: Frank F. Jones, principal. John Smith, senior, son of Mr. and Mrs. Richard Smith. Loretta Johnson, Spanish teacher. Kingswood High School (never write "our school"). Department of Modern Languages.

6. Avoid expressing personal opinions. If editorializing is needed in your story, obtain a quotation from the appropriate official-- department head, principal, etc.

7. Be sure that your story gives this information: Who, What, When, Where, Why, and How. These are the famous 5 W's & H, the time-honored formula for news writing. Don't slight the last two. The why-- the reasons behind a program or policy--and the how-- the methods and techniques involved--may be two of the most important elements of a story.

Another organizational format which has been suggested in articles on journalism is the "GOSS" framework in which the writer states Goals, Obstacles, Setbacks, and Successes. This is useful for describing educational programs.

8. News and Features. A news story usually fulfills a bulletin board function. For example, it may call attention to a coming event to which the public is invited. Or it may convey the results of a past event such as an election. This kind of story usually is distributed to the greatest possible number of outlets. A feature story usually contains greater entertainment or informational values. Features often are used to explain developments such as new teaching methods. Often they are written with a single outlet in mind.

9. The work pace of an afternoon daily gets heavy at mid morning. If you deliver your story in person, do so before 9 a.m. or after 1 p.m.

(Prepared and edited for use in Education 684: Summer Work-

3. Use an appropriate heading above the story: For Immediate Release, For Release At Will, For Release Upon Receipt, Written For The Daily Times, etc. This will serve to identify immediately the nature of the communication.

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(Prepared and edited for use in Education 684: Summer Workshop in Foreign Language Education, Purdue University by Charles J. Leslie, Purdue University News Service.)

ITEM 6. BUMPER STICKERS.

A form of publicizing foreign languages is by means of "bumper stickers," which carry a real message to the community. By experiences we have had, we can assure you that bumper stickers have a direct impact on all who see them. At the table where handouts are located, some bumper stickers are also available as a courtesy of the writer to Spanish professors.

In the National Bumper Sticker Contest sponsored by the National Council of the State Supervisors of Foreign Language Teachers, which took place in Denver, Colorado, during the Joint National Meeting of AATF, AATSP and ACTFL (November 26-December 1st., 1974) a very attractive and practical bumper sticker, was selected.

You can order these bumper stickers, which promote all foreign languages, from Mr. R. Marshall Brannon, Assistant Supervisor of Foreign Languages, State Department of Education, Richmond, Virginia 23216.

Handouts submitted by:

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